

IN THE CLAIMS

1. (Currently Amended) An audience information collecting system for providing information to an audience member at a venue where a performance including a movie or a theatrical production is presented and for collecting information from the audience member, comprising:

an audience terminal comprising:

provided information output means for outputting provided information to the audience member;

response information input means for inputting predetermined response information given by the audience member in response to the provided information;

A² personal information reading means for reading personal information from a storage medium having stored therein beforehand the personal information of the audience member; and

first transmitting and receiving ~~transmitting/receiving~~ means for receiving the provided information and for transmitting the response information and the personal information; and

an information collecting unit comprising:

provided information storage means for storing the provided information;

second transmitting and receiving ~~transmitting/receiving~~ means for transmitting the provided information and for receiving the response information and the personal information; and

compiling means for creating a compiled result of the response information and the personal information;

whereby said terminal is mounted to a seat such that said audience member can alternatively view said terminal and said performance by merely shifting his/her eyes and without having to reposition said terminal.

2. (Original) An audience information collecting system according to Claim 1, wherein said audience terminal is installed at each seat in the venue.

A2 3. (Original) An audience information collecting system according to Claim 1, wherein the compiled result of the response information and the personal information compiled by said information collecting unit is transmitted via a network to a server of a client who has requested that information be collected.

4. (Original) An audience information collecting system according to Claim 1, wherein the provided information includes advertisement information for merchandise; and

the audience member makes a purchase request to purchase the merchandise using said response information input means.

5. (Original) An audience information collecting system according to Claim 4, wherein funds are electronically stored in said storage medium; and

the audience member makes a payment for a purchase requested by the payment request using said personal information reading means.

6. (Original) An audience information collecting system according to Claim 4, wherein said information collecting unit receives and compiles the purchase request from the audience member and transmits the compiled result to a server of a distributor of the merchandise.

A2 7. (Original) An audience information collecting system according to Claim 1, wherein information about the content of the performance is sequentially transmitted as the provided information from said information collecting unit while the performance is being presented at the venue, and the information about the content of the performance is output from said provided information output means.

8. (Original) An audience information collecting system according to Claim 1, wherein said audience terminal further comprises storage means for temporarily storing the received provided information.

9. (Currently Amended) An audience information collecting method for providing information to an audience member at a venue where a performance including a movie or a theatrical production is presented and for collecting information from the audience member, comprising the steps of:

transmitting provided information to the audience member from an information collecting unit installed in the venue;

reading personal information from a storage medium having stored therein beforehand the personal information of the audience member, wherein said reading is done using an audience terminal which is installed at each seat in the venue and which is connected to said information collecting unit via a network;

receiving and outputting the provided information, wherein said receiving and outputting is done by said audience terminal;

inputting predetermined response information given by the audience member in response to the provided information, wherein said inputting is done by said audience terminal;

transmitting the response information and the personal information, wherein said transmitting is done by said audience terminal; and

receiving and compiling the response information and the personal information, wherein said receiving and compiling is performed by said information collecting unit;

whereby said terminal is mounted to a seat such that said audience member can alternatively view said terminal and said performance by merely shifting his/her eyes and without having to reposition said terminal.

10. (Currently Amended) An information providing method for providing information to an audience member at a movie theater, comprising the steps of:

displaying information about related merchandise on an audience terminal at the same time the corresponding image is projected onto a screen at the movie theater in association with showing of the image; and

starting product selling for the audience member in response to operation of the audience terminal by the audience member;

whereby said terminal is mounted to a seat such that said audience member can alternatively view said terminal and a performance by merely shifting his/her eyes and without having to reposition said terminal.

✓ 11. (Currently Amended) An information providing method for providing information to an audience member at a movie theater, comprising the steps of:

showing images on a screen at the movie theater; and

displaying, on a terminal provided at each seat for the audience member, information about the screened images at the same time the corresponding image is being shown;

whereby said terminal is mounted to a seat such that said audience member can alternatively view said terminal and a performance by merely shifting his/her eyes and without having to reposition said terminal.

✓ 12. (Currently Amended) An information providing method for providing information to an audience member at a movie theater, comprising the steps of:

showing image scenes on a screen at the movie theater;

displaying, on a terminal provided at each seat for the audience member, information about the screened image scenes at the same time the corresponding image scene is being shown;
receiving, when the audience member inputs information using the terminal which displays the information about the image scenes, the information input by the audience member from the terminal; and
starting processing requested by the audience member in response to the input information;

A2 whereby said terminal is mounted to a seat such that said audience member can alternatively view said terminal and a performance by merely shifting his/her eyes and without having to reposition said terminal.

✓ 13. (Currently Amended) An information providing method for providing information to an audience member at a movie theater, comprising the steps of:

showing image scenes on a screen at the movie theater;
displaying, on a terminal provided at each seat for the audience member, information about the screened image scenes at the same time the corresponding image scene is being shown;
receiving, when the audience member inputs information using the terminal which displays the information about the image scenes, the information input by the audience member from the terminal; and
compiling the input information to create the information about the image scenes in response to the inputting operation;

whereby said terminal is mounted to a seat such that said audience member can alternatively view said terminal and a performance by merely shifting his/her eyes and without having to reposition said terminal.

As / 14. (Currently Amended) An information providing method for providing information to an audience member at a movie theater, comprising the steps of:

- showing image scenes on a screen at the movie theater;
- displaying, on a terminal provided at each seat for the audience member, information about the screened image scenes at the same time the corresponding image scene is being shown;
- receiving audience unique information for identifying the audience member;
- receiving, when the audience member inputs information using the terminal which displays the information about the image scenes, the information input by the audience member from the terminal; and
- compiling the input information to create the information about the image scenes in association with the audience unique information;

whereby said terminal is mounted to a seat such that said audience member can alternatively view said terminal and a performance by merely shifting his/her eyes and without having to reposition said terminal.